



Consumers & Customers Communications Plan Strategies

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Fleet Demonstration Programs

- Motivation Factors
 - Societal and political
 - Image and public relations
 - MEANINGFUL partner in demonstration project
 - Hydrogen is a valid fuel replacement
 - But must overcome past AFV failures
 - Similar to conventional models and body styles
 - Infrastructure in place
 - Incentives NOT mandates

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Fleet Demonstration Programs

- Communication Methods
 - Automotive manufacturers
 - Trade associations
 - Fact Sheets
 - Appropriate for variety of stakeholders

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“Early Adopters”

- Significant Information
 - Fuel
 - Infrastructure
 - Supply
 - Cost effective
 - Liability concerns

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“Early Adopters”

- Significant Information
 - Functional and performance concerns
 - Cargo space and payload
 - Range
 - Resolve technical issues
 - Harmonization
 - Modified ICE versus fuel cells
 - Maintenance and repair infrastructure
 - Obsolescence

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Mass Marketing Preparation

- Issues for Consuming Public
 - Safety
 - Fueling stations
 - Hydrogen storage
 - Accidents
 - Cost effective
 - Vehicle
 - Residual value
 - Fuel

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Mass Marketing Preparation

- Issues for Consuming Public
 - Durability and reliability
 - Maintenance and repairs
 - Why hydrogen?
 - Hybrids
 - Clean diesel

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Mass Marketing Preparation

- Communication Methods
 - State and federal agencies
 - Local community leaders
 - Public service announcements
 - Schools
 - Media: television, Internet, radio
 - Entertainment: movies, television

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Mass Market Preparation

- Positives
 - Infrastructure first
 - Energy independence
 - “Zero” emissions
 - Similar operational benefits to conventional vehicles
 - Success of hybrid vehicles

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Mass Market Preparation

- Negatives
 - Safety issues
 - Ongoing technology changes
 - Cost
 - Pollution from some refining methods
 - Past experiences with AFV conversions
 - Hydrogen hype may exceed reality

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